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(54) AUCTION CONTROLLER, AUCTION CONTROL METHOD AND PROGRAM THEREOF

the auction controller 10 from the exhibitor terminal 21.

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(57) Abstract:

PROBLEM TO BE SOLVED: To provide an auction controller for enabling an exhibitor to appropriately set the bidding start cost of merchandise to exhibit and also enabling a bidder to appropriately offer bids at an appropriate cost.

SOLUTION: If the exhibitor 20 designates merchandise scheduled to be exhibited and transmits a reference request for finished auction information to the auction controller 10 from an exhibitor terminal 21, an auction information processing part 5a retrieves the finished auction information, corresponding to a merchandise name transmitted from the exhibitor terminal 21 from a finished auction information DB 1, and transmits retrieval results to the exhibitor terminal 21. The exhibitor 20 decides the starting bid price of the merchandise prearranged to exhibit, on the basis of the transmitted finished auction information and selects an exhibition merchandise information registration button for registering exhibition merchandise information in

